

**MINUTES OF THE BOARD OF DIRECTORS  
HOLLYWOOD PROPERTY OWNERS ALLIANCE  
May 20, 2010**

Directors Present	Thaddeus Smith, President	The Music Box Theater
	Ron Radachy, V.P.	Oasis of Hollywood
	Frank Stephan, Treasurer	The Clarett Group
	Michael Gargano, Secretary	Argent Ventures and Millennium Partners
	Aziz Banayan	Algert Co., Inc.
	Chris Bonbright	Whitley Court Partners
	Jeff Cohen	Gatehouse Capital
	Nathan Korman	NBK, LLC
	Jose Malagon	Hollywood Media Center
	Jan Martin	AMDA
	Jim McPartlin	W Hotel
	Don Mushin	Hollywood Toyota
	Tej Sundher	Hollywood Wax Museum
	John Tronson	Tronson Investment Group
	Monica Yamada	CIM Group, Inc.
	Neelura Bell	CRA/LA - (Ex-officio Member)
	David Green	Nederlander Organization - (Ex-officio Member)
	Leron Gubler	Hollywood Chamber - (Ex-officio Member)
Directors Absent	Greg Angelo	METRO
	Adrian Jones	Madame Tussaud's
	Jeff Loeb	Pantages Theatre – (Streetscape Committee Chair)
	Captain Beatrice Girmala	LAPD - (Ex-officio Member)
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Joe Mariani Jr.	HPOA
Guests	David Hodgins	Clinton Climate Initiative

**I. Call to Order**

The meeting was called to order by Board President Thaddeus Smith at 4:07 p.m.

## II. Public Comment

David Hodgens, Clinton Climate Initiative, presented to the board on new CRA tax loans available to companies and businesses willing to invest in building renovations/retrofits in order to decrease environmental impacts.

Ron Radachy informed the board of The Oasis' upcoming "Road to Your Dreams Car Show" on June 5, 2010. Radachy asked that any board members who are able to donate prizes for the show's raffle please contact him at their convenience.

## III. Approval of Minutes

**It was moved by Jose Malagon, seconded by Tej Sundher and CARRIED to approve the minutes from the board's April 22, 2010 meeting. Unanimously approved.**

## IV. Treasurer's Report

A. Treasurer's Report for April 30, 2010: Frank Stephan reported that expenditures for the year continue to proceed as expected. With the BID expecting another inflow of cash from assessments, approximately \$1 Million, the total balance for the accounts would be at \$2 Million. That being said Stephan and Morrison had discussed if the board should allocate funds across various brokered CDs. With interest rates for the CDs actually being lower than the current interest rate of the money market account, Stephan recommended the board not allocate the funds this year.

**It was moved by John Tronson, seconded by Jeff Cohen and CARRIED to approve the Treasurer's Report from April 30, 2010. Unanimously approved.**

## V. Committee/Activity Reports

### A. Streetscape Committee

1. Side and Backstreets Project: Sarah MacPherson informed the board that after an extensive RFP and interview process, the Streetscape Committee has decided to award the side and back streets project tree planting contract to Oakridge Landscape. A chart was presented which compared their bid against three others, and the Oakridge bid amounted to \$54,885.

**It was moved by Nathan Korman, seconded by Jose Malagon and CARRIED to authorize HPOA staff to negotiate a contract with Oakridge Landscape to perform all service associated with the Side and Backstreets Project. Unanimously approved.**

2. Status of Wrought-Iron Bench Installations: Joe Mariani gave a presentation of the before and after pictures of the bench installation sites. The benches were installed last week over a two-day period. Final inspection will occur on Monday, May 24, 2010.

3. East Cahuenga Corridor Alley: MacPherson updated the board on progress with the alley. A stakeholder meeting will be taking place in early June and construction is scheduled to start in September.

4. Urban Design Guidelines: The CRA will be hosting a presentation of the guidelines on May 25, 2010 at 6 p.m. Stephan reminded the board of the importance of the document and encouraged all members to read it and submit comments as soon as possible. MacPherson offered to email some general comments to the board, and offered to pass along the board's individual comments, if members would email them to her. MacPherson also encouraged the board to read the Community Plan, to see if there are any inconsistencies

between the two. The CRA hopes to take the guidelines to their board for approval in Fall of this year.

**B. Marketing Committee**

1. Demographic Research Project Progress Report: Zandona gave a report on the status of the project. Student surveys are currently underway. Zandona shared with the group some of the latest “topline” results and mentioned that the staff is hoping to have a debriefing for both boards on the final results, once the surveys are completed. Zandona also mentioned that the committee had to use the \$4,000 originally allocated for investor surveys, to pay for the student web surveys, in order to make that survey student-specific. Five survey could be conducted for \$4,000; ten surveys for \$5,000. Bonbright informed the board that the committee would like to ask that the board contribute an additional \$5,000 to allow the research team to interview 10 potential investors.

**It was moved by Jan Martin, seconded by Tej Sundher and CARRIED to approve the allocation of an additional \$5,000 to the Demographic Research Project for Investor Interviews. Unanimously approved.**

2. 2010-2011 Visitor's Guide Update: Zandona informed the board that sales for spots in this year's guide have begun. Approximately \$30,000 has already been secured.

3. Update on Walk of Fame 50<sup>th</sup> Anniversary Community Festival: Leron Gubler let the board know that the Walk of Fame's 50<sup>th</sup> Anniversary celebration will be taking place in July. The event will occur across four different venues in Hollywood, and each will showcase a form of Hollywood media. The event will take place from 11 a.m. – 6 p.m.

4. Exploration into retail recruitment strategies: Morrison shared with the board that she had recently met with Shaul Kuba, CIM, and that he felt that the BID should be more involved into trying to increase retail within the “infill” areas of the District. Morrison shared the “block-by-block” strategy, and façade improvement program with him, however Kuba felt what would best serve the community is retail recruitment. Mr. Kuba has suggested that the CRA be approached to consider underwriting such a marketing initiative. Morrison has scheduled a second meeting with Mr. Kuba, and asked any board members interested in the discussion to join her.

**C. Security Committee**

1. Hollywood Safe Sidewalks Effort: Morrison previewed for the board a video, put together by a videographer, intended to show the reality of the activities occurring along the Walk of Fame in front of the Chinese and Kodak Theatres. Morrison asked that the board submit any feedback on the video to her and also invited them to the next Sidewalk Task Force meeting on Wednesday, June 2, 2010 at 2 p.m.

2. Hollywood Homeless Registry Week: The board was shown the video from last month's homeless registry week, which depicted various volunteer's experience with the event. Morrison then reviewed with the board a presentation that showed some of the individuals she had interviewed during the week. Morrison let the board know that the initiative is far from over, as housing is still difficult to come by in Los Angeles. The staff has been approached with an opportunity to apply for a grant that would pay for an individual to work specifically on trying to connect the vulnerable individuals with the services available.

VI. Old Business

None

VII. New Business

None

VIII. Report from Executive Director

A. Recommend Date for Annual Property Owners Meeting: Morrison asked the board if it was acceptable to schedule the Annual Property Owners Meeting in lieu of the board meeting on July 22, 2010. If the board had urgent business to attend to they would meet before the annual meeting. Morrison is currently trying to secure the Kress for the meeting's location.

B. Office Move Update: Morrison reported that the lease for the new office space was signed today, and that the staff had given M + S Management the tenant improvement checks as well. The current tenant will be moving out at the end of May, with tenant improvements beginning shortly after.

C. Preview of Sunset and Vine BID Renewal Process: Morrison reported that the staff has been attending meetings with the Sunset and Vine BID renewal committee. Currently the committee is thinking of expanding their boundaries on the southern border to Santa Monica, but not westward to Highland. The committee is also trying to determine the time length of their BID. The question is being asked of both stakeholder groups: should it coincide with the end of the Hollywood Entertainment District in 2018?

D. CDC Research: With several potential projects on the horizon, including the CRA's removal of the remaining ficus trees along the Walk of Fame, Morrison has asked Jeff Briggs to begin the process of researching what it would take for the board to form a CDC.

E. A Community of Friends Reception Honoring HPOA: Morrison informed the board that the HPOA and Hollywood 4WRD have been recognized by a Community of Friends and will be honoring the organizations for their work in Hollywood. Board members interested in attending should contact Morrison.

F. Human Resources Update: With the departure of Katie Zandona, Morrison had sought a replacement and has hired Devin Strecker, formerly with the Media District BID. Devin will begin his position with the HPOA on June 22, 2010. The board was invited to attend a going away get-together for Zandona on Thursday, May 27.

IX. Next Meeting

The next meeting is scheduled for Thursday, June 17, 2010 at 4 p.m. in Suite 200 of the Taft Building (1680 Vine St., Los Angeles, CA. 90028).

X. Adjournment

There being no further business the meeting was adjourned by Board President Thaddeus Smith at 6:12 p.m.